



## Council Agenda Item

Meeting Date: October 7, 2025

Agenda Item: Review and possible action: Comprehensive Plan Update selection

Staff Contact (name, email, phone): Mason Becker, [mbecker@whitewater-wi.gov](mailto:mbecker@whitewater-wi.gov), 262.473.0148

### BACKGROUND

(Enter the who, what when, where, why)

Wisconsin Statute 66.1001 requires municipalities to adopt a Comprehensive Plan, updated no less than once every ten years. The City of Whitewater's original Comprehensive Plan was first adopted in 2010, and was updated in 2017. Since then, no further updates have occurred. Comprehensive Plans are mandated to cover nine areas of focus, and are a tool to be used to help guide long term planning and decision making. The current City of Whitewater Comprehensive Plan can be found at: <https://www.whitewater-wi.gov/462/Comprehensive-Plans-Studies>

Staff determined that an update of the Comprehensive Plan was necessary to implement, as it will need to be in place prior to conducting a planned update to the city's zoning code in 2027.

Staff issued a Request for Proposal (RFP) on August 1, 2025. Six responses were received, five from qualified firms. A review committee of three city staff members and one local resident were part of the review committee. Following review, scoring, and internal discussion, RDG Planning and Design was identified as the top selection. An in-person meeting was held with members of their team, and references were also contacted for feedback on their previous work with other Wisconsin communities. The review committee has recommended RDG Planning & Design be awarded the Comprehensive Plan Update project.

With Common Council approval, work on this critical project will begin in Q4 2025, and will continue throughout a majority of 2026.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The RFP review committee met on September 9, 2025 to review the submissions.

City staff met with representatives of RDG Planning & Design on September 16, 2025.

### FINANCIAL IMPACT

(If none, state N/A)

The total cost proposal is \$85,400.00. \$35,000 was budgeted for this project in 2025. The remainder will need to be allocated as part of the 2026 budget.

### STAFF RECOMMENDATION

Award the Comprehensive Plan Update project to RDG Planning & Design, in an amount not to exceed \$85,400.00. Staff will then work to finalize the contract between the city and RDG.

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

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- Comprehensive Plan Update RFP
  - RDG Planning & Design submittal
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